



Keep Wales Tidy Environmental Officer

Sandfields East & Aberavon Renewal Area



GYMRU'N WALES





Neath Port Talbot Castell-nedd Port Talbot



- This report details all activities undertaken by Keep Wales Tidy's environmental officer in the first year of implementation of the Sandfields East and Aberavon Renewal Area project.
- The officer is working with the community to tackle the problem of adverse environmental quality by implementing all KWT's programmes and projects including; Clean Rivers, Clean Coasts, LEAMS, Flytipping, Eco-schools and awareness-raising campaigns.
- A LEAMS survey was initially conducted in October 2005 and identified areas that needed attention. These have been tackled and when the survey was repeated in November 2006, it showed an improvement in 25 streets. The survey also highlighted an improvement in the incidences of dog fouling which can be directly attributed to the awareness campaigns that the officer has run this year.
- The officer has spent much time forging links with the local authority and organisations that operate within the Renewal Area and has been out meeting the community at various events. **11 events** have been attended this year.
- The officer sits on **9 partnership** sub-groups to ensure she understands the needs of the community and is aware of all issues.
- 1 volunteer group (Daclus Sandfields Aberavon) has been established to tackle environmental issues. They have a core of **13 volunteers** who meet monthly to plan events. The group is involved with all the officers environmental activities.
- 6 community talks have been given by the officer to raise awareness.
- Dog fouling has been highlighted as an issue of concern and so **6** small-scale dog fouling campaigns have been run.
- **10 community skip events** have been held resulting in the collection of 10 tonnes of bulky waste which could have otherwise been flytipped.
- A large-scale awareness raising event was held in the Renewal area as part of Tidy Wales Week 2006. Edwina Hart visited 5 different activities that took place.
- Both schools in the RA are signed up to Eco-schools programme and the officer is assisting them to move up through the award levels. 3 schools just outside the area have also been signed up.
- A successful partnership between KWT, Young Offenders and Daclus Sandfields Aberavon has been established to tackle Graffitti removal.
- The project has been featured **25 times** in the local press.

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1. Introduction

The project's main aim is to involve communities in the care of their local environment and to work more closely with the Local Authority to reduce the problem of littering, fly tipping, dog fouling and other environmental issues to create a sustainable solution for the future of the recently established Renewal Area of Aberavon and Sandfields East.

This pilot project involves Keep Wales Tidy working with the community to tackle the problem of adverse local environmental quality by implementing all of its programmes and projects in a concentrated area. Keep Wales Tidy will use the successful methods and experience gained from its Rivers, Coast and Flytipping projects as it attempts to engage local communities. It also includes People and Places implementation by the Local Authority, practical delivery of Eco-schools and piloting of awareness-raising campaigns.

1.1 Objectives

- To work with the community to assess the condition of the local environment, identify local issues of importance and areas for improvement.
- To identify what local people see as the priorities for action.
- To establish, support, train and promote community group action that focuses on practical environmental works (clearance, prevention and improvement).
- To implement the People and Places Program in the area.
- To raise awareness of the problems and solutions to local issues of importance.

2. Mechanisms for Completion of Work

2.1 Local Environmental Audit Management System

A baseline for cleanliness of the Renewal area needed to be established to enable effective monitoring and evaluation of the work of the officer. To this end the Officer underwent Local Environmental Audit Management System¹ (LEAMS) Training by KWT staff in order to undertake a LEAMS Survey of the Renewal Area.

The first survey was undertaken in November 2005 and gave a cleanliness index of 63 for the seventy-four streets within the Renewal Area boundary which is below average. *Nb the benchmark figure is 66.7 (this equates to all streets being grade B).*

The survey highlighted areas that required remedial action:

- Litter pick in Darwin Road undertaken in March 2006.
- Clean-Up campaigns around the White City area of Aberavon undertaken in June 2006.
- Raising Awareness of Dog Fouling issues around Old Aberavon ongoing

¹ LEAMS is a method of measuring the cleanliness of an area using the standards identified in the Code of Practice for Litter and Refuse (1999). The LEAMS survey system looks as Adverse Environmental Quality Indicators (AEQI's) which affect the public's perception of the local environment, such as vandalism, graffiti, dog fouling, flyposting and weed growth.

- > Tackle Graffiti across the Renewal Area ongoing.
- Identifying green spaces for landscaping initiatives ongoing.
- Improve streets adjacent to the industrial site at Green Park planned for 2007.

The survey has become a tool for monitoring and assessing improvements. The second LEAMS survey was undertaken in November 2006 and comparative figures show an improvement of the cleanliness of the area following a year of activities by the Project Officer. The cleanliness index for 2006 was 67 which shows an improvement on 2005 results and takes the area to above average.

2006 Survey

- Four Streets achieved an 'A' Grade compared to only 1 in 2005.
- Twenty-two Streets achieved a 'B+' Grade compared to only twelve in 2005.
- > Thirty-three Streets achieved a 'B' Grade compared to twenty-four in 2005.
- Thirteen Streets achieved a 'C' Grade in both 2005 and 2006. 'C'
- > Only One Street achieved a 'D' Grade compared to five in 2005.

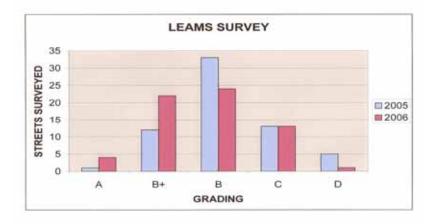
Twenty-five Streets showed an improvement, whilst only three showed any deterioration. The streets which remained the same were predominantly from Sandfields East; streets from the older areas of housing stock like White City and Old Aberavon showed an upturn in street cleanliness; so much so that the residents of Borough Street have expressed interest in becoming involved in a graffiti removal project to eliminate the remaining graffiti on the warehouses.

Dog Fouling:

Dog Fouling	2005	2006
Number of Streets located in	21	13
Total Grading between 1 - 4	31	15

In 2005 dog fouling was found on 21 streets within the Renewal Area; this dropped to only 13 streets in 2006 and can be directly attributed to the dog fouling campaigns that have been run through the year. The faeces was graded between 1 to 4 (depending on the amount present) and totalled 31 in 2005; this reduced to only 15 in 2006.

Recommendations from the 2006 Survey include a programme of litter picks for 2007, continuation of the awareness-raising campaigns and supporting the Schools, residents and voluntary groups to improve their community.



LEAMS Survey Graph comparing litter Grades

Nb The full 2006 LEAMS Survey report is available from the Project Officer.

2.2 Environmental Strategy

To guide the Renewal Area Team through its ten-year plan, an Environmental Strategy was commissioned. This document will become the influence and guide for all the environmental projects over the forthcoming years. The Project Officer will be working closely with the Renewal Team to ensure that the environmental enhancements highlighted in the strategy are implemented and sustainable improvements to the physical environment of Sandfields East & Aberavon Renewal Area are achieved.

2.3 Partnership with the Local Authority

The Local Authority has a dedicated team of staff to steer the Renewal Area through its ten-year programme, with posts including Support Officers, Environmental Health Officers, Surveyors and Housing Renewal Officers.

The Keep Wales Tidy officer is based in the Renewal Area office and so benefits from daily contact with the Team, which has been extremely beneficial in terms of information exchange, project planning, sharing office resources, attending events and awareness raising campaigns.



Kathryn Britton (KWT) & Mike Stevens (Renewal Area Support Officer) at the Lake Road Community Skip Event

2.4 Forging Links with the community

Throughout the past year, the Project Officer has met with many environmental groups and initiatives that already operate within the Renewal Area. The Officer has also attended many community events, festivals and consultations to raise awareness of the project and to meet members of the public:

	· ·	
\triangleright	Christmas Tree Festival	– Dec 2005
\triangleright	Hopkin Street Play Area Consultation	– Dec 2005
\triangleright	Darwin Road Consultation	– May 2006
\triangleright	Display in the Aberavon Shopping Centre	– May 2006
\triangleright	Display in the Local Action Centre	– May 2006
\triangleright	St Pauls Church Fete	– June 2006
\triangleright	Hospital Fete	- June 2006
\triangleright	Aberavon Beach Festival	– July 2006
\triangleright	River Afan Festival	– August 2006
\triangleright	Margam Park Show	– August 2006
\geqslant	Recycling Awareness Week	– October 2006
\triangleright	Older Persons Independent Living Event	- October 2006
	· · · ·	

As contact has been made and links developed, residents have now begun to report incidents and problems directly to Keep Wales Tidy.



Recycling Awareness Week, Aberavon Shopping Centre



Stand at the Margam Show

2.5 Partnerships

The Project Officer sits on appropriate sub groups in order to familiarise herself with the issues and problems within the community:

- Environmental Forum CVS
- Hopkin Street Play Area Steering Group NPTCBC
- Renewal Area Stakeholders Group NPTCBC
- Environment Sub Group Communities First
- Crime & Community Safety group Communities First
- > Health & Well Being sub group Communities First
- > Partnership group Communities First
- > PACT (Partnerships and Communities Together) South Wales Police
- > SAVE (Sandfields & Aberavon Voluntary Events) Communities First

2.6 Establishment of Volunteer Groups

To date, one Keep Wales Tidy voluntary group has been established. Daclus Sandfields Aberavon (DSA) became constituted in April 2006 and have been busy raising funds to carry out greening initiatives within the Renewal Area. Since April 2006, DSA have received £3,130 in grants and have a further £10,500 pending.

The group has a core membership of thirteen volunteers who meet monthly. At these meetings they identify and nominate environmental issues within the Renewal Area. They then work with the project officer to plan their activities and publicise their upcoming events. The group are a great support to the Project Officer, making themselves available to assist at practical hands-on events including clean ups, awareness raising events and campaigns and other initiatives arranged within the Renewal Area.



Members of Daclus Sandfields Aberavon at one of their group meetings

2.7 Clean-Ups

Clean Ups are not only needed to increase the aesthetic value of the area but they also increase the profile of Keep Wales Tidy and the Renewal Team in the area and hopefully encourage the local residents to take some pride in their community.

To date, **10** clean up events have taken place with over 10 tonnes of waste removed:

Date	Location	Partners	Waste Removed		
21.03.06	Darwin Road	DSA, NPTCBC Communities 1st Groundwork	1Tonne		
22.03.06	Darwin Road and River	Tywyn Primary, Sea Cadets	1 Tonne		
24.05.06	Marsh Street	DSA	2 Tonnes		
28.06.06	Henshaw Street	DSA, Communities 1st	1 Tonne		
28.06.06	Sandfields Primary Nature Reserve	DSA, Communities 1st	0.5 Tonne		
28.06.06	Borough Street	Probation Service			
16.08.06	Lake Road	DSA	1 Tonnes		
13.09.06	Addison Road	DSA, Communities 1st	1 Tonne		
20.09.06	Farmfield Avenue	DSA, Communities 1 st Groundwork, BTCV	2.5 Tonnes		
30.09.06	Aberavon Beach	DSA, Communities 1st	8 Bags		



Fly Tipping at Darwin Road



Sandfields Primary Nature Reserve

Case study

The first cleanup was held on 21st March 2006. To ensure the event was a success, a number of areas were tackled at the same time;

- Consultation for improvements to the surrounding area.
- Litter pick on the footpath alongside the River Afan by 65 local school children and 15 Sea Cadets.
- Community skip event, where residents were invited to utilise the skip and remove waste from their houses and gardens.
- River clean where volunteers removed litter and debris from the river and river banks.

In total over **2 tonnes of waste** was removed over a two day period. 107 volunteers were involved dedicating 175 volunteer hours and £156.03 of benefits in kind donated from various local businesses.



Tywyn Primary School



Port Talbot Sea Cadets

2.8 Community Talks & Events

A vital aspect of the Project Officers work is raising the profile of Keep Wales Tidy within the Renewal Area. Community talks are undertaken on a regular basis for local groups, schools, Scouts, Brownies etc. To date **6** community talks have taken place:

Date	Location	Group
05.05.06	Tywyn Primary School	Schoolchildren
06.05.06	King George Memorial Hall	WRVS Members
16.05.06	Orangery, Margam Park	Friends of Margam Park
22.05.06	Primary School	Aberavon Townswomens Guild
12.07.06	Sandfields Primary School	Schoolchildren
19.09.06	Holy Trinity Church	Womens Institute

Events and publicity opportunities are held at fetes, festivals and in the Aberavon Shopping Centre where leaflets and information is made freely available to the general public. To date **8** events have been attended, please see 2.3 for details.



Beaver Cub Scouts



Older Persons Independent Living Event at Aberavon Community Centre

2.9 Raising Awareness:

Campaigns to raise awareness are regularly undertaken. They are generally organised to highlight points of concern from previous consultations. Dog fouling is a major issue of residents in Aberavon and so has been the first campaign tackled as part of the project.

2.9.1 Dog Fouling Campaign



During this period, **6** dog fouling campaigns have been run, targeted at pet owners.

These have consisted of distributing dog bags and leaflets to the general public.

The campaigns have been multipartnership events between Keep Wales Tidy, Neath Port Talbot CBC Enforcement Team and members of the Renewal Team all of whom are highlighting the health and legal implications of dog fouling. As a direct result of the dog fouling campaigns NPT Enforcement Officers have issued fixed penalties of £75 to offenders.

2.10 Community Skips

The community skip events are probably the most successful clean-up campaign of all. Skips are sited in strategic areas (based on the areas highlighted during the LEAMS Survey) across the Renewal Area and residents are invited to dispose of unwanted items.

These events are also used to educate the residents on the legal aspects of fly tipping and alternative services that could be utilised, such as the Local Authorities Bulky Waste Collection Scheme.

To date over 10 tonnes of rubbish has been removed through ten community skip events. The cost of the skips is estimated at £900, which have been generously provided by the Renewal Area, NPTCBC, Workways and Daclus Sandfileds Aberavon.



Sylvia Needs – DSA Member



Grahame Perry – DSA Member

3. Tidy Wales Week - Renewal Area Event

As part of Tidy Wales Week 2006, a high profile event was organised for the Renewal area. The event consisted of a multi-partnership biltz of the area to tackle a range of local environmental quality issues. 5 different activities were held consecutively to coincide with a visit from Mrs Edwina Hart AM, the Minister for Social Justice and Regeneration.

- Community Skip at Henshaw Street.
- Graffiti removal at Borough Street.
- Litter picks around the area.
- Clean up at Sandfields Primary Nature Reserve.
- Raising Awareness Event inside St Paul's Church Hall.

Mrs Hart was very impressed by the partnership-working taking place in the Renewal Area and commended all who attended. Partners participating included:

- Local Authority Officers
- Daclus Sandfields Aberavon
- Probation Team
- Youth Offending Team
- Communities First
- Renewal Area Team



Litter Pick with Youth Offending Team



Graffiti removal with Probation workers



Mrs Hart meets partner organisations



Clearing out the Sandfields Primary Nature Reserve

In total 1.5 tonnes of rubbish was removed during the day. Following the event, an ongoing programme has now been arranged to help Sandfields Primary School improve their Nature Reserve after vandalism left it unfit for use by the schoolchildren.

4. Eco-Schools:

The Eco schools programme is an International programme designed to encourage schools to take action for the environment. Although there are only two schools within the Renewal Area boundary, both are actively working on the programme.

- Sandfields Primary School Green flag status was awarded on 21st May 2004. We are working closely with the school to maintain this award by renovating their Nature Reserve. The Project Officer regularly attends the school for talks, competitions and events.
- St Josephs Infants School Bronze status awarded on 1st April 2003, the Project Officer is helping Communities First by raising grants to install an outside classroom and garden. The Officer regularly attends the school for talks, competitions and events and is assisting them to move up to the silver award.

Although they are located just outside of the Renewal Area boundary, Tir Morfa and Rhosafan Primary Schools and St Josephs Comprehensive School have all been signed up to the Eco-Schools programme by the Project Officer.

Right: Battery Recycling with Tir Morfa Primary School



5. Graffiti Removal:

Graffiti within the Renewal Area is also a major problem and a multi-agency partnership approach has been adopted to tackle this particular issue. Before the KWT officer was employed, graffiti was removed by various organisations under differing circumstances:

- Neath Port Talbot Community Safety Team will remove graffiti on the property of the elderly, disabled or a minority group.
- 'Service First' will remove blasphemous, vindictive or race related graffiti from community buildings and local authority properties.

This left many incidences of graffiti that no authority had responsibility for. In an effort to resolve this problem Keep Wales Tidy and the Youth Offending Team (YOT) entered into a Service Level Agreement in an effort to resolve the problem.

The voluntary group, DSA, successfully applied for a Communities First Trust Fund Grant in order to purchase specialist equipment for the removal of graffiti. In return the YOT have agreed to undertake a minimum of 12 hours graffiti removal per month within the Renewal Area; the equipment is then available for use within the Borough by the YOT.



Graffiti in Castle Street



Graffiti in New Street



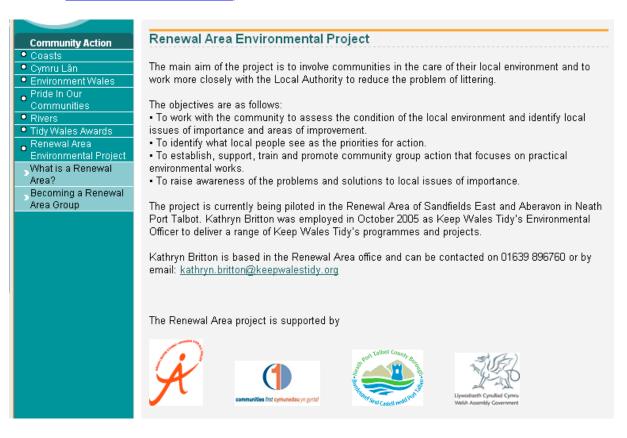
Before

Graffiti Removal in Borough Street

6. Publicity

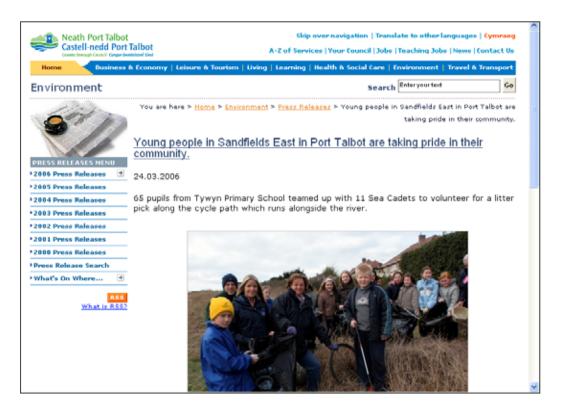
6.1 Website

To assist with project promotion, web pages were established on the Keep Wales Tidy website www.keepwalestidy.org).



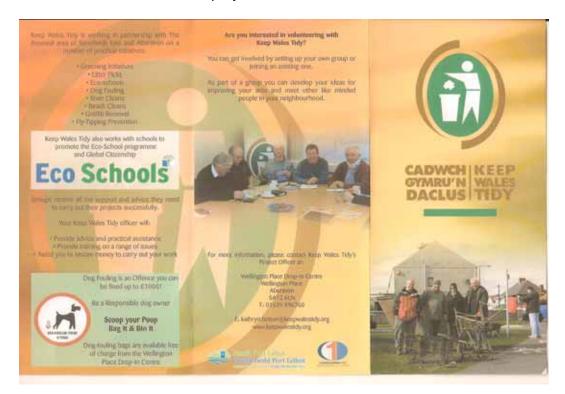
After

In addition to this, regular articles appear on Neath Port Talbot council website which assists with raising the profile of the work being undertaken.



6.2 Project leaflet

An information leaflet has been produced to inform the community of the works being undertaken in the Renewal Area and what the project officer can provide. These are distributed at fetes, shows and displayed in Renewal Areas office etc.



6.3 Press

From the commencement of the project, the Officer has been very busy in seeking publicity for the work and has capitalised on every press opportunity that has presented itself.

To date, over 25 press releases have been published (please see appendix 3).

7. Conclusion:

The partnership approach to this project is working exceptionally well with visible improvements appearing around the Renewal Area.



Fly Tipping Improvements in rear lane Henshaw Street

Due to this approach taken by the Project Officer, a successful and productive network is emerging within the Renewal Area which links residents to vital services. The 'Bottom Up' approach is enlightening the community and encouraging volunteers to participate in the project and to get involved in improving the quality of their environment. It has also helped generate a more positive attitude amongst many community members who did not previously engage in such activities.

After the first year of activity, the project officer is now well connected and in demand. Community Groups are approaching the officer for talks, schools are requesting her attendance at assemblies and organisations are inviting her to their events. Whilst not being able to solve all the problems personally, the Project Officer can usually signpost to the solution.

We look forward to the second year of the project and hope to build on the excellent progress that has been achieved in the first 12 months.

8. Appendices

- 8.1 Project Pro-Forma.
- 8.2 Posters & Leaflets.
- 8.3 Press cuttings.

KEEP W	ALES TI	DY EVENTS AND PROJECTS												
Ref	Date	Event	Tonnage	Est Value	Black Bags Bags Recycled	Batteries Recycled	Volunteers	Vol Hours	BIK	Organisations	МОР	Grants	Source	Grants Applied
KWT 1		LEAMS SURVEY	rennage	Lot Value	Black Bags Bags Recycled	Batteries neoyoica	Volunteero	Volitiouro	Bitt	2	mor	Granto	Course	oranto Applica
KWT 2		Xmas Tree Festival - E&A								_	250			
KWT 3		Hopkin St Consultation								4	130			
KWT 4		Darwin Rd Skip	1	£400.00			5	15	156.03	4	32		NRA	
KWT 5		Litter Pick - Tywyn Primary	1				65			1				-
KWT 6		Litter Pick - Sea Cadets	-		35		15			1				-
KWT 6a		KWT Env Grant										£500	кwт	£500
KWT 7		Daclus Sandfields Aberavon Constituted					13	39		1				
KWT 8		Darwin Rd Env Consultation					2			4	98			-
KWT 9		Community Talk - Tywyn Primary E&A					2	2		2	246			-
KWT 10		Community Talk - WRVS E&A								1	29			
KWT 10a		Communities First Trust Fund Application										£1,998	CFTF	£1,998
KWT 11	15.05.06	Anti-Dog Fouling Week					4	8		3	110			
KWT 12	16.05.06	Community Talk - Friends of Margam Park E&A								1	37			
KWT 13		Display Boards in Aberavon Centre E&A								1	156			
KWT 14	22.05.06	Community Talk - Aberavon TWG E&A								1	21			
KWT 15	23.05.06	Display Boards in LAC								1	85			
KWT 16	24.05.06	Community Skip in Marsh St	2	£100.00			3	7	78.03	1	23		NRA	
KWT 17	07.06.06	Battery Recycling - Tir Morfa School				371	16	48	12.01	2			LAC	
KWT 18	10.06.06	St Pauls Church Fete E&A								1	320			
KWT 19	17.06.06	Friends of NPT Hospital Fete E&A								1	250			
KWT 20	28.06.06	Tidy Wales Week	1.5				4	12	271.06	7	24		Various	
KWT 21	12.07.06	Community Talk - Sandfields Primary E&A								1	189			
KWT 22	15.07.06	Aberavon Beach Festival E&A			27		7	14	10.25	1	250		A1	
KWT 23	25.07.06	Anti-Dog Fouling Day								2	19			
KWT 25	08.08.06	River Afan Festival E&A								1	Multi			
KWT 26	16.08.06	Community Skip - Lake/Burns Rd	1	£100.00			1	1		2	31	£79.50	Workways	£79.50
KWT 27		Margam Show E&A								2	Multi			
KWT 29		Community Skip - Addison Rd	1	£100.00			3	6		2	12	£79.50	Workways	£79.50
KWT 29a		Community Talk - Holy Trinity Club E&A												
KWT 30		Community Skip - Farmfield Ave	2.5	£200.00			5	9		5	56	£159.50	Workways	£159.50
KWT 31		Anti Dog Fouling Day - Sandfields East									41			
KWT 32	30.09.06	Beach Clean - Sandfields East			8		3	3		2				
		TOTAL	. 10	£900.00	70	371	148	330	527.38	57	2409	£2,817		£2,817



Printer Cartridges at Local Action Centre (LAC) Furniture at ENFYS Foundation 0845 009 4646 Clothes & Shoes at Local Charity Stores Foreign Currency at any local CHARITIY Mobile Phones at the Local Action Centre

Unwanted Gifts at Local Charity Stores Unwanted Tools at TFSR 01639 844219 Used Rugby Kits contact 01242 255416

Yellow Pages at your nearest School

All Carrier Bags at TESCO's Foyer

Paint at 01792 512533 Computers at OXFAM

Tin Foil at SCOPE

Stamps at the LAC

Batteries at:

- Margam Park
- Afan Argoed
- **Civic Centre**
 - LAC •

For all your KERBSIDE RECYCLING gueries please contact SERVICE FIRST on 01639 764555

For more information on KEEP WALES TIDY

Contact Kathryn Britton 01639 896760

GYMRU'N WALES

Neath Port Talbot Castell-nedd Port Talbot

KEEP WALES TIDY & SANDFIELDS EAST & ABERAVON **RENEWAL AREA are holding a**



To begin from the Naval Club Car Park on November 4 at 10am

KEEP WALES TIDY are looking for willing volunteers to undertake a Beach Clean at Aberavon Beach



Do scenes like this annoy you? Want to do something about it? Meet people and enjoy exercise **Volunteer Today!**



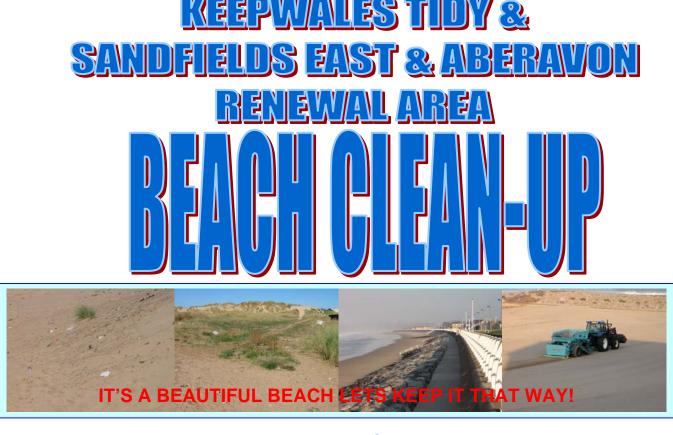
To participate simply contact the KEEP WALES TIDY **Environmental Project Officer on:**



01639 896760 or 07966 984230



www.keepwalestidy.org



KEEP WALES TIDY in conjunction with SANDFIELDS EAST & ABERAVON RENEWAL AREA is organising a BEACH CLEAN-UP on November 4th at 10am from the Naval Club car park. VOLUNTEERS URGENTLY REQUIRED TO ASSIST

With your help we can encourage all Beach users to become more responsible and eradicate litter on our Beaches



KEEP WALES TIDY NEED YOU! CAN YOU DEDICATE 2 HOURS TO PARTICIPATE IN A BEACH CLEAN?

TO VOLUNTEER FOR A BEACH CLEAN OR ANY OTHER KEEP WALES TIDY ACTIVITIY CONTACT THE PROJECT OFFICER ON:



01639 896760 07966 984 230 kathryn.britton@keepwalestidy.org UNDER THE 1990 ENVIRONMENTAL PROTECTION ACT IT IS A CRIMINAL OFFENCE TO DROP LITTER.

YOU CAN BE FINED UP TO A MAXIMUM AMOUNT OF: £2500

